

California Wines Japan Brand Localization Project

Team North Asia and Australasia







INDEPENDENT

Japanese company apologises for 9 cent price increase

The company has now made a public apology through a 60 second advertisement that ran on national TV

A Japanese frozen dessert company has apologised for increasing the price of its Garigari-kun, a popular ice cream for children.

Akagi Nyugyo increased the price of its popsicle, going up from Y60 to Y70 (\$0.62), a hike of 9 cents for the first time in 25 years.

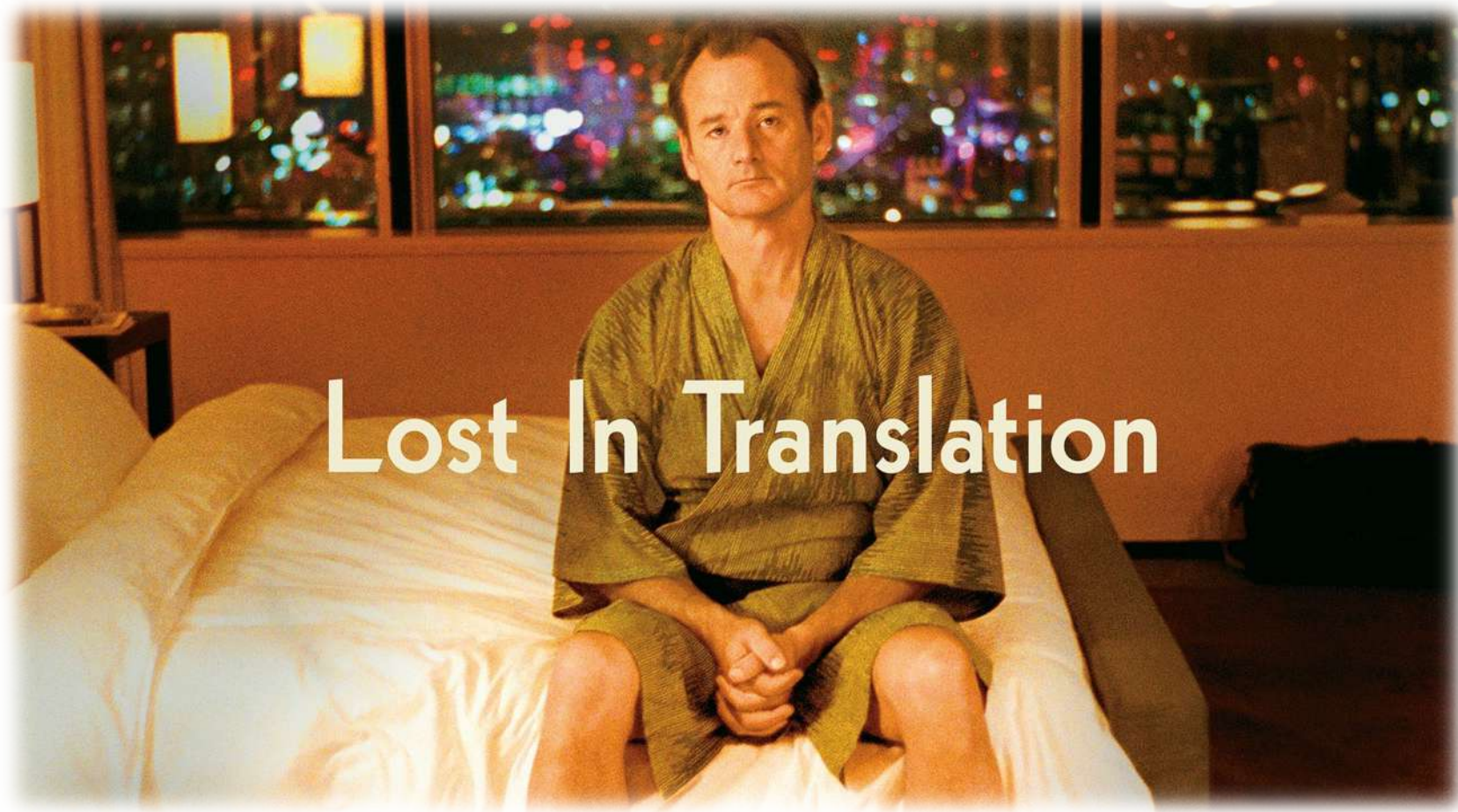
To show their remorse, the company has now made a public apology through a 60 second advertisement that ran on national TV, in which the firm's president Inoue Sota, its chairman Hideki Inoue and staff bowed to viewers. The apology end with text that reads: "We held on for 25 years but... 60 →70" accompanied by a folk song in the background.

The company explained the price increase of the product, which has been wildly popular since it went on sale in 1981, due to higher production and packaging costs.

In Japan public apologies are both expected and scrutinised, but this week's video was among the more unusual ways a company has asked for forgiveness.



Don't get...



Lost In Translation

Don't get caught in machine translation, either



From 'English in Japan' Facebook group (except the Superdry image)



Japan Brand Localization Project

- A year-long project managed in collaboration with btrax, a SF-based design and marketing company helps bridge 'gaps' with Japan
- We knew some of the global/Western-led brand execution didn't always sit well with our audience
- Yet the integrity and the cohesiveness of the global brand is very important
- The 3 Phases:
 1. User Research – SEP 22
 2. Localized Brand System Workshop in SF – MAR 23
 3. Defining Creative Direction & Actual Design Work – coming up

User Research Key Findings

- Wine is for special occasions and not for everyday
- Consumers understand that wine requires a deeper understanding to fully respect and master. They are open to trying new kinds of wines but need opportunities to do so. (And it's not social media)
- Consumers understand the special relationship between wine and food: Food is essential to enjoying wine, with the notion that wine enhances the food.
- Perception: Wine is a drink to share with someone, with food
- The 3 Personas

The Foodie



The Intellect



The Socializer



'Less is more' or Organized chaos?

Key consideration #1





本年度アカデミー賞大本命!

ゴールデングローブ賞 作品賞、主演男優賞、主演女優賞 他史上最多7部門受賞!!
ライオン・ゴズリング エマ・ストーン



ライオン・ゴズリング エマ・ストーン

LA LA LAND

ラ・ラ・ランド

『セッション』監督・脚本 最新作

観るもの全てが恋に落ちる、極上のミュージカル・エンターテインメント

SHANNY ENTERTAINMENT PRESENTS A MARRI PLATT PRODUCTION AN IMPOSTOR PICTURES/CULBER FILMS PRODUCTION CAMMIEN CHAZELLE FROM RYAN GOSSMIG
EMMA STONE "LA LA LAND" JOHN LEGEND ROSEMARIE DEWITT COSTUME DESIGNER DEBORAH AQUILA, CSA & TRISHA WOOD COSTUME DESIGNER MANDY MOORE COSTUME DESIGNER STEVEN GILLOCK
PRODUCTION DESIGNER MARIUS DEVRES EXECUTIVE PRODUCERS JUSTIN HUPWITZ PRODUCED BY BENJ PASEK & JUSTIN PAUL PRODUCED BY JUSTIN HUPWITZ EXECUTIVE PRODUCERS MARY ZUPPICH PRODUCED BY TOM CROSS EXECUTIVE PRODUCERS GAVRI WASELO
DIRECTOR OF PHOTOGRAPHY LINUSS AVOGRÉN EXECUTIVE PRODUCERS MICHAEL BELOGG EXECUTIVE PRODUCERS FRED BERGTER EXECUTIVE PRODUCERS JORDAN HUPWITZ EXECUTIVE PRODUCERS GARY GILBER EXECUTIVE PRODUCERS MARRI PLATT EXECUTIVE PRODUCERS CAMMIEN CHAZELLE
CASTING BY JESSICA WASSERMAN
COSTUME DESIGNER MANDY MOORE
PRODUCTION DESIGNER MARIUS DEVRES
EXECUTIVE PRODUCERS JUSTIN HUPWITZ
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EXECUTIVE PRODUCERS GARY GILBER
EXECUTIVE PRODUCERS MARRI PLATT
EXECUTIVE PRODUCERS CAMMIEN CHAZELLE

2.24

PG-13 PARENTS STRONGLY CAUTIONED
GAGA

'Less is more' or Organized chaos?

— あらゆる肉の「旨さ」を引き立てる —
肉専用 黒ワイン

重厚でパワフル
CABERNET SAUVIGNON

濃密でジューシー
ZINFANDEL

CARNIVOR[®]
カーニヴォ

カーニヴォは、
オンラインショップでもお買い求めいただけます。

オンラインショップ →

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CABERNET SAUVIGNON
CALIFORNIA
2019

'Less is more' or Organized chaos?



Cool or Cute?

Key consideration #2



Cool or Cute?



Cool or Cute?



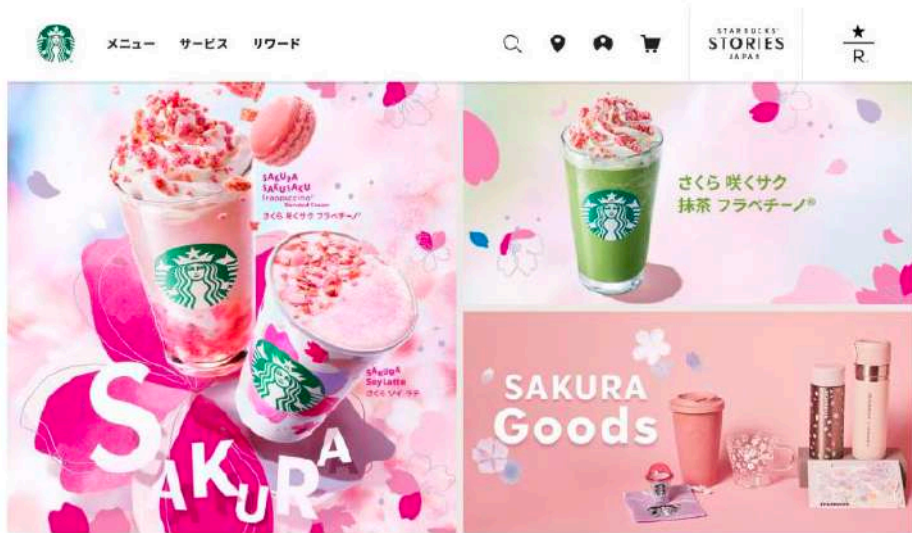
Gloss or Sizzle?

Key consideration #3

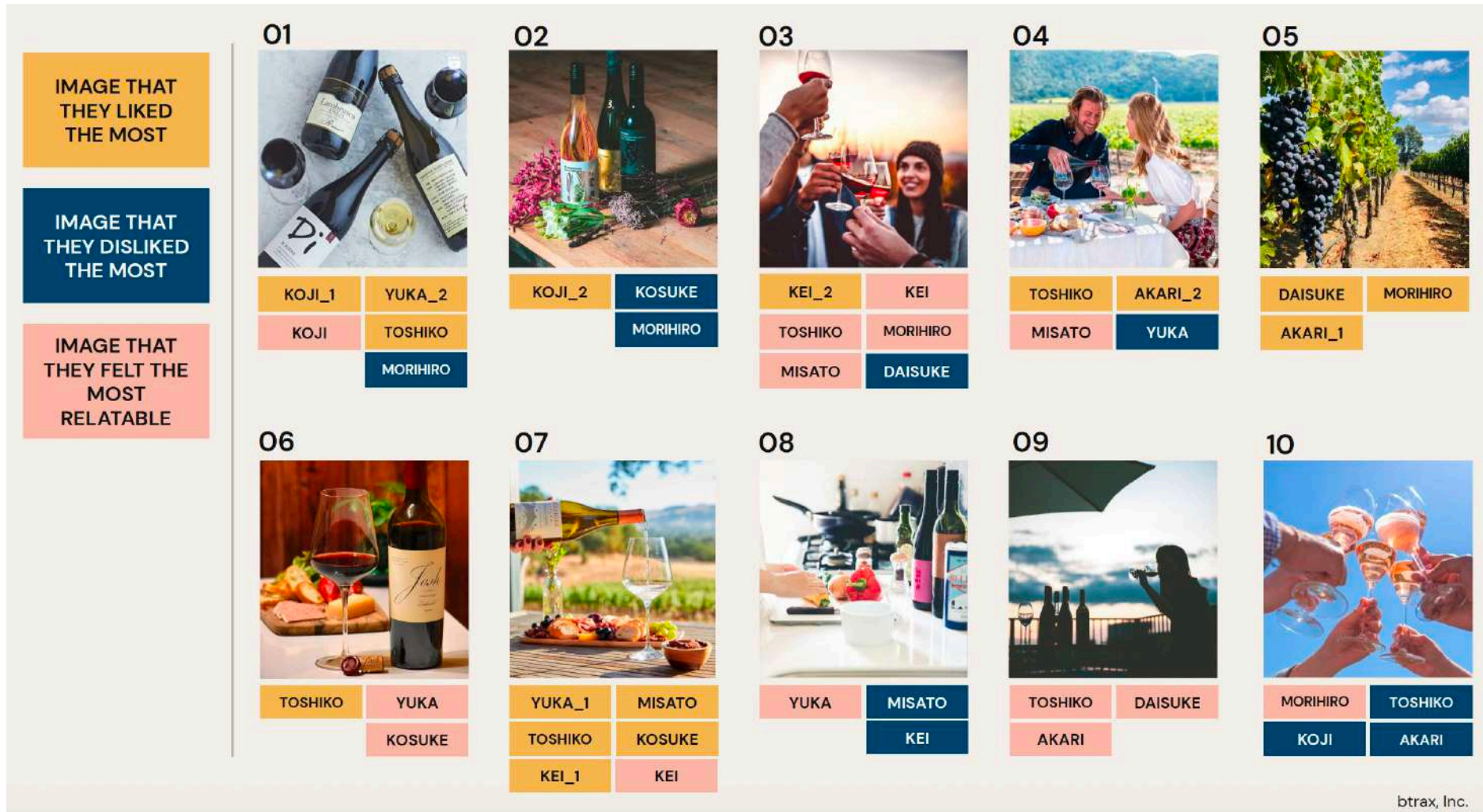


The Respect to the Occasion

Key consideration #4



Visual Analysis from the user interviews



Key Question

Where is the right balance in brand adaptation...

SO we can speak into the hearts and minds of the local audience

WHILE keeping the consistent global branding?

Outcomes To Date

- Localized Creative Guideline & Key Visuals
- Photo Shoot in California with Japanese models
- Localized website and social contents
- California Wine Day on Sept 9 & focus on other holidays
- And we have this guy to evolve...

